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## A Modest Proposal to Our Partners: Show Your Support by Subscribing

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A truly healthy publication must maintain the attitude that its readers are its partners. That's the way we run *The Scientist*, and that's the way we will continue to run it.

*The Scientist* was started with you, the working scientist, in mind. Every two weeks we bring you stories about your colleagues, your working environment, funding, trends in research, and career and professional opportunities—stories that you just won't find anywhere else. We also are very responsive to your comments and suggestions. The editorial and design changes we've instituted with your input have made *The Scientist* a wholly new and vitally relevant newspaper for scientists and those who follow the world of science.

In a short time, we've succeeded in making a real impact among publications for the working scientist. How do we know that? You've told us. At conferences, by letter, and in person, the plaudits have been encouraging. "You guys do stories way before others and many I never see anywhere else," said one reader from California recently. That pretty well sums it up.

But plaudits, however encouraging, don't pay the rent. Subscriptions

do.

The hard fact of publishing a newspaper, as is the case with any other business enterprise, is that revenue must at some point meet, and eventually exceed, expenses in order to assure the publication's success and growth. Subscriptions are the primary and most critical source of revenue for a new publication in its first few years. Subscriptions directly provide income to help cover operating costs. They also directly influence the rates we are able to set for commercial and classified advertisements, another key revenue source.

And the hard fact about *The Scientist* is that we have too many devoted readers who are not paid subscribers. We've built up a worldwide circulation exceeding 35,000 today. From my experience with *Current Contents*, I'm aware that each copy of *The Scientist* is read by probably a dozen or more people through the common laboratory practice of routing and pass-along readership. That makes for an impressive base of readers, but too many are reading complimentary copies of *The Scientist*. What I'd like to ask you to do now is return the compliment and be-

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come a paid subscriber.

Many readers have told me how valuable *The Scientist* is to them in serving their personal and professional interests. I invite them and others who feel the same to demonstrate their appreciation by subscribing. I encourage them to ask their friends to subscribe as well. The special offer of \$39 in the U.S., \$53 in Canada, and \$61/\$91 foreign, still stands.

We are firmly committed to

making *The Scientist* a unique publication that best serves your needs, and this goal can be achieved with your assistance in expanding our subscription base.

By subscribing, you amplify your role as partner in the continuing success of *The Scientist*, and your investment will earn you informative and practical news of your profession.

Thanks for your support. ■